







# Two Newspaper Enterprises

Which Demonstrated The Atlanta Constitution's Extraordinary Hold Upon Its Constituency of Readers

## THE M. & M. CONTEST

In the winter months of 1912-13, ending on February 14th, The Atlanta Constitution conducted a Merchants and Manufacturers' Contest, an ingenious joint advertising and selling campaign in which many manufacturers of trade-marked products, with national distribution and a number of Atlanta retail businesses, participated.

A voting contest, with \$6,000.00 in cash and other prizes, was the means by which the interest of the readers of the paper was concentrated upon certain lines of goods and particular stores. Many Church societies, lodges, charitable organizations and under special terms, individuals, competed for prizes.

Votes in the contest were given only for labels and cartons from trade-marked merchandise and for invoices, receipted bills and cash register tickets from retail stores which were brought to The Constitution office and deposited. Every vote represented the actual sale of merchandise.

The total vote represented the sale of  
**\$494,039.00** in grocer, drug, food and beverage products;

**\$757,554.00** in retail store merchandise;

**\$1,251,593.00** was the aggregate business done by the advertisers participating as a direct result of the campaign. The indirect benefits in new trade and additional publicity were incalculable.

At the close of the campaign four large rooms and a great deal of overflow space in The Constitution building were occupied by tons of labels and cartons.

These were the results for a few of the products:

1,900,000 labels, representing **\$95,000.00** of Uncle Sam Bread.

1,000,000 bottle caps, representing **\$50,000.00** of Red Rock—a 5c drink.

6 truck loads of carton lids, representing **\$100,000.00** of Cottolene.

100,517 bands, representing **\$10,517.00** of the Web-ster Cigar.

94,428 cartons, representing **\$9,442.00** of Post Toasties.

100,000 wrappers, representing **\$6,000.00** of Cleaning Soap.

**\$23,000.00** of Gold Medal Flour.

*These two enterprises, both of them completed in the ensuing calendar year, have unusual significance when the complete facts about them are stressed in relation to The Constitution as an advertising medium.*

*So far as can be ascertained, The Constitution sold more merchandise, a total of \$1,251,593.00, in the M. & M. Contest than was ever sold by a similar plan in this country.*

*The Woman's Edition was the most successful from a journalistic as well as a financial standpoint of any similar enterprise ever undertaken in this country.*

*WHY? Constitution readers are its loyal friends. This is especially true of the women. It is able to secure from them, for any enterprise for which it stands sponsor, a large enlistment, because of its hold upon them through its character, its journalistic excellencies, and all the elements that make it a fine family newspaper.*

*No other newspaper of relative size could have sold \$1,251,593.00 in merchandise through such a selling plan because its prestige with its readers would not be strong enough to enlist enough people in buying certain brands of products and trading at certain stores.*

*No other newspaper enjoys the relationship with as strong and powerful organization as The Georgia Federation of Women's Clubs, as to have made The Woman's Edition the notable success it was.*

*If the readers of The Constitution, particularly the women, by their attachment to it, enable the paper to accomplish these two remarkable things upon its own initiative, does it not signify that they read the paper, that they have confidence in it, that they give advertising addressed to them a sympathetic interest that can scarcely be secured in any other advertising medium?*

## THE WOMAN'S EDITION

On June 4th, The Federated Women's Clubs of Georgia issued The Woman's Edition of The Atlanta Constitution, which has been for years the official newspaper of this body of women's clubs, the largest and strongest in the United States, embracing 118 clubs and 18,000 members, as well as The Daughters of the American Revolution and The United Daughters of The Confederacy. Special departments, edited by club women, in which all the organization announcements, addresses by the officers, etc., are printed, are prominent features of the Sunday paper.

The primary object of the edition from the Federation's standpoint was to obtain the nucleus of the Ella F. White Memorial Endowment Fund for the maintenance of the state work.

The Federation, through its permanent organization, as well as a special organization created for the purpose, not only wrote and edited all the news and editorial matter, but sold the advertising and 15,000 copies of the edition. The women were entirely responsible for its success, except in the preliminary plans and some guidance from time to time in the technical phases of the production.

The Woman's Edition was 126 pages in size, the largest single issue of a newspaper ever printed in the state and one of the largest in the history of journalism. It had a circulation of 60,000 copies. Each copy weighed two pounds. It contained 8,258 inches of advertising. The Federation of Women's Clubs participated in the profits substantially.

From every journalistic standpoint The Woman's Edition was notable. It was entirely different from the usual type of newspaper special editions. All the matter was of the most interesting character. The women did real newspaper stunts in the way of interviewing prominent men on delicate political subjects, attended police court as reporters, and obtained striking photographs. The art work, the typographical make-up and the arrangement was exceptionally fine from every critical viewpoint.

The issue attracted national attention. There was scarcely a newspaper of importance in the United States that did not comment upon it as a remarkable achievement, both for the Women's Clubs and The Constitution.

# THE ATLANTA CONSTITUTION

"THE STANDARD SOUTHERN NEWSPAPER"





# The Beer e Milwaukee Famous

## SOCIETY

**Miss Clarke to Study Drama.**  
Miss Frances Clarke, second daughter of Mr. and Mrs. J. C. Clarke, leaves early in October for Philadelphia, where she will study drama under Frank Piker.

Miss Clarke graduated in June at Goucher college, and her work in college plays was of such a high standard that she attracted the attention of the noted Philadelphia school, which sought her as a pupil.

**To Mrs. Goodloe.**  
Mrs. K. T. Goodloe, of Tennessee, is being delightfully entertained in an informal way as the guest of Mrs. W. O. Chipley. Mrs. Chipley gave a small card party in her home Saturday evening.

**To Miss Collier.**  
Mrs. Scott Hudson gave a pretty card party yesterday afternoon in compliance to Miss Louise Collier, when the guests were a congenial little company of eight of Miss Collier's friends.

Miss Hudson's attractive table at East Lake was decorated with ferns and pink roses, and the roses gave the prevailing color note in pretty decorative detail. In the dining room a daintily appointed table was in pink, the centerpiece a loving cup of roses. The bridge prize was a pair of gloves, a bluebird pin, and for the guest of honor, a mink stole.

Mrs. Hudson was becomingly grouped in white. Miss Collier wore a blue dress and gown, and her velvet hat bore the same color, was trimmed with plumage.

**Colbert-Sims.**  
Mrs. and Mrs. Edgar Oliver announce the marriage of their sister, Mrs. J. O. Colbert, to Mr. Samuel Lefroy Sims, the ceremony taking place at 3 o'clock Saturday evening, Sept. 20, at the residence of Mr. and Mrs. Sims.

Mrs. and Mrs. Sims went east for an extended trip.

**Club Entertained.**  
Mrs. Ernest Blair Durham entertained the Tuesday Morning Mimosas club yesterday at her home on Twelfth street.

The house was attractively decorated with garden flowers, and the luncheon was served on a table of cut glass. Mrs. Durham was assisted in entertaining by her mother, Mrs. M. A. Davis.

The club members are: Mrs. Frank McNeill, Mrs. Walter D. Smith, Miss Margarette Harper, Louise Moll, Elizabeth and Bernice Schaefer. Honor guests were Mrs. Marion S. Lohr, Mrs. Hamilton, Miss Winnie Perry and Mrs. McMillan.

**For Mrs. Batterton.**  
Miss Minnie Lee Hay entertained delightfully at bridge yesterday afternoon, in honor of Mrs. Lyle K. Batterton, a recent bride. "Purple asters and ferns attractively decorated the apartment. Miss Hay was crowned in green crepe de chine and blue satin. The honor guests were Misses Herba Wright, Rachel Beck, Mon Price, Julia Ingram, Elizabeth Ingram, Louise Moll, Nora Brinkley, Lillian Bailey, Martha Rogers, Leslie Collier, and Mrs. Price.

**Rivals Her Daughter in Youthful Beauty**  
(From Social Register.)

A well-known social matron whose youthful beauty is so well preserved that she is regarded as a rival in this respect—though she does not pose as such—attributes her girlish complexion chiefly to two things, she says:

"I am convinced that creams, by overloading the skin and pores, tend to age the complexion. Moreover, I have just the opposite effect. It keeps the pores clear, prevents the skin from becoming dry and removes dead particles of faded skin which are constantly appearing and which, when they are not removed, give the skin a sallow, yellowish tint. Whenever my skin begins to get the least bit of a wrinkle, I use my drugstore for an ounce of marinated wax. I apply this nightly, like cold cream, for a week or so, washing it off morning."

"This, what keeps my complexion so fresh, white and velvety."

"The absence of wrinkles and flabbiness I owe to the use of a simple face paint (bale) by dissolving one ounce of powdered 'Grecian-Treco' in plain water. This keeps the skin tight and firm.—(A.S.V.)"

## Have You Found the Correct Corset for Your Figure?

Mrs. Miller, an expert demonstrator, is here this week, showing

### The "Grecian-Treco" Corsets

and giving full information concerning their many superior qualities.

If your Corset is not comfortable and does not give you the exact lines you would have, perhaps it is a Bien Jolie "Grecian-Treco" you need—the Corset that gives the natural, "uncorseted" effect so much desired this season.

The peculiar knitted fabric of which "GRECIAN-TRECO" Corsets are made took longer to perfect than any other corset fabric ever produced. The "GRECIAN-TRECO" has stirred up more interest and has "taken" quicker than any other corset produced in many years.

This soft, pliant, boneless, knitted corset is the latest creation in corsetry. It lends itself to the willowy, clinging draped gowns of the season's styles, and produces the natural "uncorseted" effect.

When you wear the GRECIAN-TRECO Corset, you can readily give your figure into the natural, graceful, supple lines so much admired in today's fashions. A style for every figure.

It is always most satisfactory to have the demonstrator study the lines of your figure and choose the correct model.

Let Mrs. Miller fit you this week.

CORSET STORE, THIRD FLOOR.

**Davidson-Paxon-Stokes Co.**

## 600 STUDENTS REGISTER AT THE GEORGIA TECH

Governor John M. Slaton and M. L. Brittain Speak at Opening.

### MEETINGS

A meeting of the executive board of the Atlanta chapter, Daughters of the Confederacy, is called for Wednesday afternoon, September 25, at 3:45 o'clock, preceding the regular meeting.

### SOCIAL ITEMS

Miss Vera Cone, of Washington City, will arrive Friday to visit Miss Dorothy Hight. Miss Cone was much admired on the occasion of a former visit, and she will be cordially welcomed.

Dr. L. D. Clark has returned to the city after a two weeks' trip to the northwest.

Mrs. Princes Webster has returned from New York.

Mrs. M. V. Egan and Mr. John J. Egan have returned from New York.

The marriage of Miss Mary Patrick and Mr. George Hendrix Turnpenny will take place today at high noon.

Miss Hannah Grosman, daughter of Mr. and Mrs. Leo Grosman, is celebrating her birthday today. She is 15 years old.

Mrs. W. C. Jarasag is convalescing after an illness of two weeks.

A number of Atlanta friends will go to Virginia today to attend the wedding of Miss Annie Lee Taylor and Mr. William Francis Gooden, which will take place at the First Methodist church this afternoon at 3 o'clock.

Mrs. J. M. Hight and the Misses Hight will go to Egypt in January. Miss Hight is a student at the University of the Pacific, and her mother is in her honor during the fall season.

Miss Rubie Foster Ray is visiting friends in Kentucky.

Miss Minna Hargrove, who has been in for several weeks at St. Joseph's infirmary, is now convalescing and will leave for her home at Bellingham on North Boulevard.

The wedding of Miss Ruth Wright and Mr. Joseph Callahan will take place this morning at 8 o'clock at Sacred Heart church.

Mrs. George Stewart is the guest of Miss Adelaide Smith at the Greenleaf, S. C. is the guest of Mrs. Charles Harwell.

Miss Buford Mathews has returned from Virginia, where she spent the summer, and is at home for the winter with Miss H. Woodberry.

Mrs. and Mr. A. Spoor, who have been at Atlantic City, are now in New York.

Miss Nell Prince will return today from a week's visit in Macon.

Mrs. W. O. Chipley will arrive today from New York.

Mrs. Joseph McLean has returned to Decatur after spending the summer in Europe.

### SUMMARY WEATHER IS FORECAST FOR NEXT FEW DAYS

Splendid weather for two days is the present outlook, according to the local office of the United States weather bureau, which reported that at 3 o'clock Sunday morning the temperature had dropped to 72 degrees. From that time on, the temperature rose steadily, and when the high point for the day was reached, it was 84 degrees.

The temperature fell to 72 degrees at 10 o'clock Sunday night, and then rose to 78 degrees at 1 o'clock Monday morning. The forecast for the next few days is as follows:

Monday: Partly cloudy, with a light breeze. High 78, low 62.

Tuesday: Partly cloudy, with a light breeze. High 78, low 62.

Wednesday: Partly cloudy, with a light breeze. High 78, low 62.

Thursday: Partly cloudy, with a light breeze. High 78, low 62.

Friday: Partly cloudy, with a light breeze. High 78, low 62.

Saturday: Partly cloudy, with a light breeze. High 78, low 62.

Sunday: Partly cloudy, with a light breeze. High 78, low 62.

Monday: Partly cloudy, with a light breeze. High 78, low 62.

Tuesday: Partly cloudy, with a light breeze. High 78, low 62.

Wednesday: Partly cloudy, with a light breeze. High 78, low 62.

Thursday: Partly cloudy, with a light breeze. High 78, low 62.

Friday: Partly cloudy, with a light breeze. High 78, low 62.

Saturday: Partly cloudy, with a light breeze. High 78, low 62.

Sunday: Partly cloudy, with a light breeze. High 78, low 62.

Monday: Partly cloudy, with a light breeze. High 78, low 62.

Tuesday: Partly cloudy, with a light breeze. High 78, low 62.

Wednesday: Partly cloudy, with a light breeze. High 78, low 62.

Thursday: Partly cloudy, with a light breeze. High 78, low 62.

Friday: Partly cloudy, with a light breeze. High 78, low 62.

Saturday: Partly cloudy, with a light breeze. High 78, low 62.

Sunday: Partly cloudy, with a light breeze. High 78, low 62.

Monday: Partly cloudy, with a light breeze. High 78, low 62.

Tuesday: Partly cloudy, with a light breeze. High 78, low 62.

Wednesday: Partly cloudy, with a light breeze. High 78, low 62.

Thursday: Partly cloudy, with a light breeze. High 78, low 62.

Friday: Partly cloudy, with a light breeze. High 78, low 62.

### TECH NIGHT SCHOOL

The Georgia School of Technology is now in the full swing of its term, with a student body numbering over 600 students in the day. The formal opening of the school was held on Monday morning in the chapel hall of the Academic building, with Governor John M. Slaton, Mr. L. Brittain and other notables present.

The principal address was delivered by Governor Slaton, who spoke on work and its compensation. He told of the duty of the students, not only to themselves, but to the state, and to the nation.

Dr. L. D. Clark has returned to the city after a two weeks' trip to the northwest.

Mrs. Princes Webster has returned from New York.

Mrs. M. V. Egan and Mr. John J. Egan have returned from New York.

The marriage of Miss Mary Patrick and Mr. George Hendrix Turnpenny will take place today at high noon.

Miss Hannah Grosman, daughter of Mr. and Mrs. Leo Grosman, is celebrating her birthday today. She is 15 years old.

Mrs. W. C. Jarasag is convalescing after an illness of two weeks.

A number of Atlanta friends will go to Virginia today to attend the wedding of Miss Annie Lee Taylor and Mr. William Francis Gooden, which will take place at the First Methodist church this afternoon at 3 o'clock.

Mrs. J. M. Hight and the Misses Hight will go to Egypt in January. Miss Hight is a student at the University of the Pacific, and her mother is in her honor during the fall season.

Miss Rubie Foster Ray is visiting friends in Kentucky.

Miss Minna Hargrove, who has been in for several weeks at St. Joseph's infirmary, is now convalescing and will leave for her home at Bellingham on North Boulevard.

The wedding of Miss Ruth Wright and Mr. Joseph Callahan will take place this morning at 8 o'clock at Sacred Heart church.

Mrs. George Stewart is the guest of Miss Adelaide Smith at the Greenleaf, S. C. is the guest of Mrs. Charles Harwell.

Miss Buford Mathews has returned from Virginia, where she spent the summer, and is at home for the winter with Miss H. Woodberry.

Mrs. and Mr. A. Spoor, who have been at Atlantic City, are now in New York.

Miss Nell Prince will return today from a week's visit in Macon.

Mrs. W. O. Chipley will arrive today from New York.

Mrs. Joseph McLean has returned to Decatur after spending the summer in Europe.

### ATTACKS SENTENCES IMPOSED BY THOMAS

It is generally believed in local courts that the decision of Judge W. Thomas, of the Superior court, in the case of the superior court, was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

The case was raised when Attorney Charles Graham, representing the state, sought to have the decision of the superior court, which was a landmark case, and that the decision would be held in high regard by the courts.

## THE LUX-YOU-RY MATTRESS

Sound, refreshing sleep—and plenty of it is the universal prescription for the ills of the human race, and also the foundations of the world's worker's power, energy, efficiency.

Therefore, it is squarely up to you to insist on your mattress being full of buoyancy, life and solid comfort. You will find these things securely made into each Lux-You-ry Mattress. Price \$15.00. Ask your dealer.



MURPHY & SONS MANUFACTURING CO. ATLANTA

### Nadine Face Powder

Keeps the Complexion Beautiful Soft and velvety, and remains until washed off. It is pure, harmless. Money back if not completely pleased. Purified by a new process. Prevents sunburn and return of discoloration. The increasing popularity is wonderful. White, Pink, Peach, etc. 50c. by Toilet Combs or Mail. NATIONAL TOILET COMPANY, Park, Tenn.

### You Can Buy This House

---On Easy Terms!

If you buy this house, you can pay us just as conveniently as though you were paying rent to a landlord. We are willing to sell it to you for only \$100 down, and \$25 a month. No mortgage to assume. You can see the house at once.

This bungalow is in CAPITOL VIEW—inside of Atlanta's city limits—and only a 15-minute street car ride from postoffice. It has a brick foundation—and is complete and cozy. Has a pretty, living room, a dining room, a kitchen and three bedrooms. The hall leads to a latched back porch, with a well. Tinted walls—stained floors and with tile.

Won't you phone us—or call at our office—so we can tell you more about it?

W. D. BEATIE, 207 Equitable Bldg. BELL, MAIN 3520 ATLANTA PHONE 3520

### LAWN GRASS

Now is the time to sow our FRUIT LAND MIXTURE. It is the best for the South. Prices:

5 lbs. \$1.25  
10 lbs. \$2.25  
15 lbs. \$3.25  
20 lbs. \$4.25  
25 lbs. \$5.25  
30 lbs. \$6.25  
35 lbs. \$7.25  
40 lbs. \$8.25  
45 lbs. \$9.25  
50 lbs. \$10.25

Descriptive catalog of these shrubs, etc., can be had for the asking.

P. J. BECKMANS CO., Inc. Augusta, Ga.

### HER CONDITION

QUITE CRITICAL

But Roleta Lady Built Up Her Shattered Nervous System By Taking Cardui, The Woman's Tonic.

Roleta Tenn.—Mrs. Lizzie Perry, of Roleta, whose illness for three years caused her friends much worry, makes the following statements for publication: "I suffered terribly for three years, from head aches, and was so nervous at times, I could hardly stand. I had dragging pains, and pains in my side."

Finally, I met the blues so, my memory got bad, and I was hardly able to go."

I wrote you for advice, and after taking three bottles of Cardui, the woman's tonic, I am stronger than ever before, do not have headaches or those awful pains in my side, and feel like a new person entirely."

I can never thank you enough, for what your medicine has done for me. I believe I would have been in my grave, had it not been for Cardui."

I wish all women who suffer would take Cardui, the woman's tonic, and be happy and healthy."

The success of Cardui, in benefiting sick and ailing women, is due to the fact that it is a building tonic for the nerves, as well as for the physical system. It is composed of purely vegetable ingredients, which act gently and naturally, without bad after-effects.

Why not try Cardui for your troubles?

Write to: Ladies' Advertiser Dept., Chattanooga Medicine Co., Chattanooga, Tenn. For special instructions, and 50-page book, "Home Treatment for Women," sent in plain wrapper, no charge.

Prices \$4 to \$5 Davidson-Paxon-Stokes Co.

### Correct Shoes for Street and Outdoor Wear

For shopping or general street wear a graceful yet substantial-looking, severe lines of your tailored suit. Such a model can be found in many button or lace shoes of our call.

When you don a more elaborate suit, or afternoon dress and topcoat, for calling or matinee, you will want a dressier shoe and one slightly lighter in weight, preferably of patent leather.

For your outing costume of tweed or corduroy the stout tan walking boot with low heel and broad toe is best—the lace having a special advantage here because it can be made snug about the ankle.

Prices \$4 to \$5 Davidson-Paxon-Stokes Co.

### Agent for the Red Cross Shoe

Protect Yourself—Ask for ORIGINAL GENUINE

The Food Drink for All Ages—Others are Imitations

Protect Yourself—Ask for ORIGINAL GENUINE

The Food Drink for All Ages—Others are Imitations

Protect Yourself—Ask for ORIGINAL GENUINE

The Food Drink for All Ages—Others are Imitations

Protect Yourself—Ask for ORIGINAL GENUINE

The Food Drink for All Ages—Others are Imitations

Protect Yourself—Ask for ORIGINAL GENUINE

The Food Drink for All Ages—Others are Imitations









Phones:  
Bell 3578 and 3579, Atlanta 1200  
602 S. Pryor St.

The Constitution pub-  
lishes more automobiles

**Cures Old Sores, Other Remedies Won't Cure**  
The worst sores, no matter how long standing, are cured by the wonderful, old reliable Dr. Porter's Antiseptic Healing Oil. Relieves pain,









# No Man in Modern Times Goes Without Morning Papers When They Can Be Found Padded or Free Advertising Never Brings Answers From Ambitious People

## BUSINESS AND MAIL ORDER DIRECTORY

**ABSTRACT AND TITLE INSURANCE**  
ATLANTA TITLE GUARANTEE CO. (Incorporated)  
100 Peachtree St. N. E. Phone 1000

**JACOBS AUCTION CO.**  
100 Peachtree St. N. E. Phone 1000

**W. C. MEADOR**  
200 Peachtree St. N. E. Phone 1000

**ARTIFICIAL UPHELDING**  
ATLANTA UPHOLSTERY CO.  
100 Peachtree St. N. E. Phone 1000

**BATHING SHOP**  
100 Peachtree St. N. E. Phone 1000

**BICYCLE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**BLUE PRINTS**  
100 Peachtree St. N. E. Phone 1000

**DIXIE BLUE PRINT CO.**  
100 Peachtree St. N. E. Phone 1000

**CARPET AND RUG CLEANING**  
100 Peachtree St. N. E. Phone 1000

**ATLANTA CARPET CLEANING CO.**  
100 Peachtree St. N. E. Phone 1000

**HARRIS & CO.**  
100 Peachtree St. N. E. Phone 1000

**CHIMNEY SMOKE**  
100 Peachtree St. N. E. Phone 1000

**CLEANING, DYEING AND PRESSING**  
100 Peachtree St. N. E. Phone 1000

**FOUR PRYOR PRESSING CLUB**  
100 Peachtree St. N. E. Phone 1000

**WEST SIDE TAILORING COMPANY**  
100 Peachtree St. N. E. Phone 1000

**THE WHITE WAX TAILOR**  
100 Peachtree St. N. E. Phone 1000

**UNION MUTUAL DRY CLEANING CO.**  
100 Peachtree St. N. E. Phone 1000

**CONTRACTOR AND BUILDER**  
100 Peachtree St. N. E. Phone 1000

**EMORY WILLIAMS**  
100 Peachtree St. N. E. Phone 1000

**CONTRACTING PLASTERER**  
100 Peachtree St. N. E. Phone 1000

**WANTED! STOP! LISTEN!**  
100 Peachtree St. N. E. Phone 1000

**COTTON WAREHOUSE**  
100 Peachtree St. N. E. Phone 1000

**CHINESE LAUNDRY**  
100 Peachtree St. N. E. Phone 1000

**LEE HAN**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

**WRIGHT BROTHERS**  
100 Peachtree St. N. E. Phone 1000

## BUSINESS AND MAIL ORDER DIRECTORY

**HAT RENOVATORS**  
100 Peachtree St. N. E. Phone 1000

**CUMMINGS SHOEING CO.**  
100 Peachtree St. N. E. Phone 1000

**INSTRUMENT MAKERS**  
100 Peachtree St. N. E. Phone 1000

**KEY AND GUN REPAIR**  
100 Peachtree St. N. E. Phone 1000

**LOCK AND GUNSMITH**  
100 Peachtree St. N. E. Phone 1000

**MULTIPLYING, ADDRESSING, MAILING**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

**MUSICAL**  
100 Peachtree St. N. E. Phone 1000

## BUSINESS AND MAIL ORDER DIRECTORY

**DAN, THE FIXER**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

**SHOE REPAIRING**  
100 Peachtree St. N. E. Phone 1000

## AUTOMOBILES

**NORTON VULCANIZING & TIRE CO.**  
100 Peachtree St. N. E. Phone 1000

**E. H. ODOM BRO. CO.**  
100 Peachtree St. N. E. Phone 1000

**AUTOGENOUS WELDING CO.**  
100 Peachtree St. N. E. Phone 1000

**GASOLINE 17c**  
100 Peachtree St. N. E. Phone 1000

**SOUTHERN RUBBER CO.**  
100 Peachtree St. N. E. Phone 1000

**AUTOMOBILE REPAIRERS**  
100 Peachtree St. N. E. Phone 1000

**TRAVIS & JONES**  
100 Peachtree St. N. E. Phone 1000

**DOBBIS TIRE REPAIR CO.**  
100 Peachtree St. N. E. Phone 1000

**15c BEST GASOLINE 15c**  
100 Peachtree St. N. E. Phone 1000

**W. N. MacDonald, Son & Co.**  
100 Peachtree St. N. E. Phone 1000

**MOTORCYCLES-BICYCLES**  
100 Peachtree St. N. E. Phone 1000

**MEDICAL**  
100 Peachtree St. N. E. Phone 1000

**PUBLIC STENOGRAPHERS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

## LEGAL ADVERTISEMENTS

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000

**LEGAL ADVERTISEMENTS**  
100 Peachtree St. N. E. Phone 1000





COTTON ADVANCED  
ON SPOT DEMAND

Market Unsettled Until in Late Trading When Improved Spot Demand Reports Sent Prices Up.

New York, September 23.—The cotton market was extremely nervous and unsettled during today's trading, and fluctuations were irregular. In a general way there seemed to be more buying by old long holders, including some of the higher interests, while houses with foreign and domestic trade connections were among the prominent buyers. Much of the scattering volume was supposed to be in the way of evening up accounts, pending some definite action by Washington on the cotton futures law provisions of the tariff bill, which private traders would have feared the conference tomorrow. Reports of an improved spot demand helped prices in the late trading, and the market was firm at an advance of 15 to 17 points, on a report of a new order for Liverpool and London.

The weather belt forecast for United States, with showers or rain and lower temperatures, was a factor in the early buying movement, and prices worked 15 to 17 points higher in the morning, while late night light in the morning, within four points of yesterday's high record. Liverpool was quite a bit higher on this advance, but was supposed to be covering the short and was not higher than taking a fresh long interest, and after the close of the market, demand from this source tapered off. The market was more sensitive to scattered reports of liquidation and the market was more favorable weekly weather report, than expected, prices were advanced in 9 to 10 points at night's closing.

Several of the prominent local spot houses were good buyers in this decline, however, and the market was within three or four points of the best on the active position. Late reports from New Orleans said there was a better spot demand, and while crop complaints from the south were not quite so serious, the night temperatures were said to be too high for any immediate plant development. Liverpool, reported a better demand for general fall and warmer weather. Spot cotton advanced on Wednesday, 15.00; bid, 15.85; no sales.

## COTTON MARKET.

Atlanta, September 23.—Cotton steady, middling, 15 1/2.

NEW ORLEANS.—Firm, middling 15 1/2; net receipts, 2,500; gross, 2,500; stock, 11,000; export, 1,000; to Mexico, 500.

Mobile—Steady, middling 15 1/2; net receipts, 2,500; gross, 2,500; stock, 11,000; export, 1,000; to Mexico, 500.

Baltimore—Steady, middling 15 1/2; net receipts, 2,500; gross, 2,500; stock, 11,000; export, 1,000; to Mexico, 500.

Charleston—Steady, middling 15 1/2; net receipts, 2,500; gross, 2,500; stock, 11,000; export, 1,000; to Mexico, 500.

Wilmington—Steady, middling 15 1/2; net receipts, 2,500; gross, 2,500; stock, 11,000; export, 1,000; to Mexico, 500.

Norfolk—Steady, middling 15 1/2; net receipts, 2,500; gross, 2,500; stock, 11,000; export, 1,000; to Mexico, 500.

Philadelphia—Steady, middling 15 1/2; net receipts, 2,500; gross, 2,500; stock, 11,000; export, 1,000; to Mexico, 500.

Baltimore—Steady, middling 15 1/2; net receipts, 2,500; gross, 2,500; stock, 11,000; export, 1,000; to Mexico, 500.

Texas City—Steady, middling 15 1/2; net receipts, 2,500; gross, 2,500; stock, 11,000; export, 1,000; to Mexico, 500.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

Consolidated, three days at all ports, net 15.10.

## THE CONSTITUTION, ATLANTA, GA., WEDNESDAY, SEPTEMBER 24, 1932.

## COTTON FUTURES MARKETS.

	Open	High	Low	Last Sale	Close	P
Sept.	13.46	13.46	13.46	13.51	13.51	13
Oct.	13.43	13.49	13.49	13.47	13.47	13
Nov.	13.43	13.49	13.39	13.47	13.47	13
Dec.	13.40	13.48	13.36	13.44	13.44	13
Jan.	13.33	13.40	13.27	13.37	13.37	13
Feb.					13.33	13
Mar.	13.52	13.57	13.45	13.56	13.56	13
Apr.	13.47	13.56	13.45	13.56	13.56	13
May	13.47	13.58	13.47	13.51	13.50	13
June					13.50	13
July					13.50	13